



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Strategic Media Services
3299 K Street NW
Ste 200
Washington, DC 20007

Contract # 1268060

Schedule Dates 03/22/12-03/27/12
Advertiser Freedom Path (69617)
Agency Strategic Media Services (8287)
Product POLITICAL ISSUE (ns) (1187)
Brand FREEDOMS PATH (429114)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name WILLIAMS, NEIL
Phone/Fax /
CPE N/A
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments FREEDOMS PATH
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** TV:3/21-27/12

Date Entered 03/20/12
Last Modified 03/22/12
Entered By Katie Freckleton
CO-OP No
Headline # 06072811
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,470.00
Net Total \$8,330.00
Sales Tax

Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Mar. 2012	4	\$5,700.00
Apr. 2012	4	\$4,100.00
Grand Total:	8	\$9,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	03/22/12-03/23/12	1	:30	12P- 1P (MST)	1				X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	NEWS	3/20/12
2.0	Normal Line / News (3)	03/22/12-03/22/12	1	:30	5P- 5:30P (MST)					1				1	\$1,200.00		Salt Lake City (KUTV)	NEWS	3/20/12
2.0.1	Closed Preempt (3)	03/22/12															Salt Lake City (KUTV)	Pre-empt/Exception - Per Shannon	
3.0	Normal Line / News (3)	03/27/12-03/27/12	1	:30	12P- 1P (MST)			1						1	\$500.00	\$500.00	Salt Lake City (KUTV)	NEWS	3/20/12
4.0	Normal Line / News (4)	03/27/12-03/27/12	1	:30	5P- 5:30P (MST)			1						1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/20/12
5.0	Normal Line / SPOT (6)	03/25/12-03/25/12	1	:30	8A- 9:30A (MST)								1	1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)	SUNDAY MORNING	3/20/12
6.0	Normal Line / News (7)	03/25/12-03/25/12	1	:30	10P- 10:35P (MST)								1	1	\$3,000.00	\$3,000.00	Salt Lake City (KUTV)	NEWS	3/20/12
7.0	Normal Line / News (8)	03/26/12-03/26/12	1	:30	6P- 6:30P (MST)		1							1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/20/12
8.0	M/G For 2.0.1 / News (M1)	03/26/12-03/26/12	1	:30	5P- 5:30P (MST)	1	X							1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/21/12
9.0	Normal Line / News (5)	03/23/12-03/23/12	1	:30	6P- 6:30P (MST)	1					X			1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		Katie Freckleton	3-22-12	

EP HEADLINE# 6072811
** UNAPPROVED REV #1 **

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 215 564 1103
HARRIS REPORT FROM REP MAR20/12 13.3
CHANGES *** KUTV-TV ***

ADV # _____ ADV. NAME ISS/FREEDOM PATH
AGY # _____ AGY. NAME STRATEGIC MEDIA SERVICES
3299 K. STREET NW, SUITE 200
WASHINGTON, DC 20007

REP.# _____ OFF.# _____ SALESMAN # WV
BUYER NAME NEIL WILLIAMS
SALES PRSN WA- CHERYL BLAIR

ORDER # 1268060 CONTRACT # 6072811 CLASS: NATL. LOCAL REGIONAL
PRDCT FREEDOMS PATH EST# _____ COMMENTS: (LINE, ORDER, INVOICE) _____
FLIGHT DATES MAR21/12 MAR27/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE MAR20/12 13.34

EP: TO KATIE
FR CHERYL
RVSD RATES PER SHANNON...CUT SPOTS
RVSD TTL \$9800
PLS CNF THANKS
ON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
TV: 3/21-27/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		1200N-100P	30		\$500.00 ✓	3/22	3/23	1		TH-F	1
PROGRAM : 2 NEWS AT NOON												
3	R		500P-530P	30		\$1,200.00 ✓	3/22	3/22	1		THU	1
PROGRAM : 5 NEWS												
4	R		500P-530P	30		\$1,200.00 ✓	3/27	3/27	1		TUE	1
PROGRAM : 5 NEWS												
5	RS		600P-630P	30		\$1,200.00 ✓	3/21	3/23	1		W, F	1
PROGRAM : 6-630P												
6	R		800A-930A	30		\$1,000.00 ✓	3/25	3/25	1		SUN	1
PROGRAM : SUNDAY MORNING												

REP HEADLINE# 6072811
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*** KUTV-TV ***

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7	R		1000P-1035P	30		\$3,000.00 ✓	3/25	3/25	1		SUN	1
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PROGRAM : SU LATE NEWS

8	R		600P-630P	30		\$1,200.00 ✓	3/26	3/26	1		MON	1
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PROGRAM : 6P-630P

MAR/12 \$6,900.00 APR/12 \$2,900.00

CONTRACT TOTAL \$9,800.00
TOTAL SPOTS 8

MARKET TOTALS \$75,000 KUTV 13% KTVX 22% KSL 40% KSTU 25% KUCW 0% KJZZ 0% KCSG 0%
KMYU 0%

VC- NSI
EMOS- RA35+*

DD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE